

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

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Buddy Poppy Days are ripe in the Valley of the Moon

Memorial day isn't till next Wednesday, but you'll get a touch of the preliminaries today and tomorrow when the VFW auxiliary will be out selling Buddy Poppies. No community celebrations are being planned that we know of, but most people will get a holiday, and it's likely a lot of people may take most of the week off from their labors. Certainly there won't be much work done the last half of the week.

A wise man is one who knows when he has had enough before he has had it. VALLEY WATCH REPAIR, Boyce Hot Springs.

But don't think the resorts won't get a workout on the holiday, the real start of the vacation season. Big doings are planned at most places. See you at one of 'em, betcha.

DONOVAN'S IRISH INN, opp. Bath House. Short orders, wine, beer. Corned beef sandwiches and dinners a feature every day.

And did you know that this is National Child Safety week, National Hospital week and National Pickle week? Celebrate safely and sanely.

BANCROFT NURSERY, Sonoma. Memorial day cut flowers, now at their best. Or maybe a potted plant would be good. See us.

Paul's had a whale of a crowd last Sunday, when 2000 picnickers from the general bay area were here. The swim pool, a big one, was packed all day.

SONOMA MISSION INN, Boyce. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

Little Switzerland has a big celebration planned for Decoration day, and on the Sunday following some 600 Swiss will be up from the city. They'll let you in, tho, even if you're a Bulgarian.

RICHFIELD SERVICE, Plaza corner, Boyes. Complete car service, friendly but not forward. Bud Delaney, Proprietor.

THE IDLE HOUR, Hiway 12, at the "big curve." Jumbo deluxe hamburgers, short orders. Coors beer on draft. Drop in, won't you?

You know that coffee commercial of Hemingway's—"the world's shortest commercial. When I say coffee I mean so-and-so." It's nice. If he'd only stop with that, maybe repeat it at the end of his news program. But no. He has to break in a couple times more with other commercials—and they're not the shortest.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

LARSON'S LIQUOR & SPORTING GOODS

Sportsmen's Center — Fishermen's and Hunters' Supplies

Nobody's yet told us they've got a good used typewriter we can have at a reasonable price—and the time is getting a bit short. One we're using belongs to the Lions, and there's to be a new secretary, and he'll get the Smith-Corona. Wat'll we do?

HOOKE OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trainer space in grove for rent.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. **THE INSKEEPS**.

Speaking of Lions! They're putting on the big pancake breakfast Saturday, June 2, in the Woodleaf Market parking lot. For \$1 (50 cents for children) you can have pancakes, sausage, syrup, ham, bacon, eggs, fruit juice, coffee, milk. What a meal! Should last you all day. Served from 9 to 12. From 1 to 3 there's a fashion show with 10 live and beautiful models (coffee and donuts), and from 4 to 6 lots of games with big merchandise prizes. Biggest eats and entertainment bargain in years.

LITTLE SWITZERLAND, El Verano. Dancing Saturday nights, Sunday afternoons. Swiss food. Good music. Happy visitors.

VALLEY OF THE MOON REALTY, 222 W. Napa, Sonoma. Friendliest service in the Valley. A. J. Bourdy, owner. Harry White assists.

The boys and girls enjoyed the new Boyes park Sunday at the dedication ceremony, but they were mostly down to Sonoma river fishing for the 1500 trout planted there previously and let their parents listen to the actual doings. Supervisor Jim Lyttle made the dedi-

catory speech in fine fashion, and Chairman Oscar Larson of the recreation commission filled in the details. He especially stressed that we've got a real park now, and in many ways have more to offer than the Russian river section, where the sun isn't in evidence half the time it is here. He really warmed up to the subject.

George Karlberg placed a plaque on the new service building, with the Lions club thanked for its work in erecting the structure. George and Tex Juen did the bulk of the concrete work, other Lions helped, and the carpentry and cabinet work was all Lions-inspired. The commission furnished the materials.

The new dam structure was supervised by Arnold Griewe, with volunteer help from dozens of civic-minded citizens. The flashboard dam creates a lake 7 to 10 feet deep, stretching back up the river for a half mile or so. Trout will be planted there for the next several weeks. No big catches were made last weekend, partly because bulldozing operations upstream roiled the water somewhat.

Active during the ceremonies were the Boy Scouts who directed traffic, the VFW who policed the grounds, boy scout mothers who sold soft drinks, and unseen but in evidence was the Boyes Hot Springs Merchants association, which supplied the free hot dogs and drinks for all the kids. A drinking fountain donated by Pine Wagner of the Valley Drug store is a real addition to the park, which also boasts hardtop tennis courts and a baseball diamond with backstop.

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

Carl and Sybil Amante's new Town House in Glen Ellen is rapidly nearing completion, with opening date now set for June 1. (We're betting it'll be June 8.) It's a handsome place both inside and out. George Karlberg has built one of the finest fireplaces you ever saw. Located along Sonoma river, the running water may be seen closeup merely by strolling to the picture windows along the east side of the dining room. Tell you more next week.

OUR RESORT, El Verano. Stein Club headquarters. **HARVEY** and **MELINA** your hosts. Draft beer. Mixed drinks.

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GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

There are teenage dances every Saturday night nowadays in El Verano in what once was a church, just above Little Switzerland. Directed by Margaret Hixon, the dances are financed by the teenagers themselves, music by jukebox, and they're getting nice crowds. The dances have now been going for about six weeks. Parents of teenagers are invited to come to the dances and see for themselves how well they're run.

BOYES VARIETY STORE, on the Hiway. When you start to "fix up" remember we've got everything you'll need. Cards. Souvenirs. **MAC DONALD'S JEWELRY**, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

And Harry S. now says he agrees with the Eisenhower foreign policies as outlined, thus going farther along this line than his fellow democrats. The man is mellowing fast, and in time may get really sensible. But he denies he ever said the invasions at Salerno and Anzio were the work of some "squirrel-headed general."

FIRESIDE LODGE, Hiway 12 west of Sonoma. Barbecued chicken, chops, steaks, spareribs. Superb food. Cocktails.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

Saw a test comprising 50 representative questions asked a couple thousand Rotarians and high school boys and girls. The club men had the best score, answering about 36 of the questions, the senior boys 33, the girls 30. So we, a good Lion, tried out the test. Finished rather well, about as well as any Rotarian. Fell down completely on any questions relating to algebra, and certainly didn't do well in the arithmetic problems, though could have worked out some with pencil and paper. Was hell on English and composition and general information.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

We're looking for someone who's lived here a long time who can give us firsthand reports on a number of things. Ferinstance: Who can tell us about the big forest fire which swept over this section in about 1923? Who'll tell us about some of the mountains to the east? There's some whoppers, much higher than those we see at close range. What about the situation here during the 1906 earthquake

and fire? Been any big floods here? We could use some firsthand closeups on Jack London from those who knew him personally.

HAZEL'S HOUSE OF CHARM, 18375 Hwy. 12, Boyes. Cold waves, hair styling, tints, dyes. Paris license. Eves by appoint. WE 8-5329. Assemblyman McCollister has served us well in the State Legislature. We should reelect him.

Along these same lines: A teenager called us up the other day and chided us with not carrying anything in our columns about the teenagers. Told him we are a one-man paper, have no reporters, and have to depend on volunteers to get the dope to us. He promptly responded with an item. But we can't make a house to house canvass for news and don't intend to. The phone is always handy if you feel like phoning in something or other.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

SONOMA GOLF & COUNTRY CLUB. Clown room for after the game refreshments. Dine in our luxury room, overlooking pool.

Someone suggested that we use "Holdup Time is ripe" as a headline this week. But we couldn't quite see it. Our holdup record is pretty good to date. Much better: "Happy Vacation Time is ripe." Only we didn't use that either.

WOODLEAF MARKET, Boyes. You can always save money here on food for your family. Super values every day. Watch our ads.

RUSTIC INN, Glen Ellen. On duty: Gunner, Ruth or Manny. A tavern reminiscent of the good old days. You'll like it.

Coming up in a week or so with a campaign for funds amounting to maybe \$200 to erect a fitting memorial for Rudy Lichtenberg, the greatest booster the Springs area ever had. Some such effort was made some years ago, but it never got anywhere—possibly because the Boosters club disintegrated along about that time.

Had thought at first a magnificent drinking fountain on the main highway would be the answer. But there are problems as to site, what kind of water, and a lot of other angles.

A good friend of ours suggests a handsome flagpole, hinged for easy painting and care, and set in a circular bed with stone wall, circular walk and benches, the bed planted with flowers and shrubs and set in the new recreation park, might be the best bet.

How 'bout it? Would you feel like contributing a dollar or two for such a project? (Every newspaper should have a project, you know.) Or maybe you've got a better idea for a suitable memorial for Rudy.

Once erected, that wouldn't necessarily be the end. The park eventually will need flood lights, roads and paths, some landscaping, and many other facilities, so it might become a continuous project—one that Moonbeams will be very happy to do its part in, in any manner possible.

If you're interested, we might as well get started right now. We'll dig up a \$5 bill right this minute. What'll you dig up?

Oh, yes, we've got in mind a man who could do a whale of a construction job on the base of the flagpole. At sensationally low charge.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

FURNITURE of Highest Quality at SONOMA FURNITURE MART, South Broadway. Trade with home folks. You'll always profit.

How many of you know Fred Franklin of El Verano, the last known active member in good standing in the Cigarmakers' union on the Pacific coast? He makes Valley of the Moon cigars, also South o' Market smokes, widely known in San Francisco.

Fred belonged to the San Francisco local union until it folded up. Transferring to the Los Angeles local, it also folded up. He tried to rejoin his original union in Rochester, N. Y., but it too, is inoperative, so now he pays his dues to the national headquarters in Washington, D. C.

He has the union label and uses it, the only one on the coast. So many cigars are now machine-made, the operators of the automatic machines (watchers, really) have a union, a CIO outfit, but there's no union label on their cigars.

Franklin's cigars are so popular he has difficulty keeping up with the demand. He's quite satisfied to turn out all he can without hiring extra help. (And where could he get good hand-made cigarmakers nowadays?) So if you want a union-made cigar, you'll just have to smoke Valley of the Moon cigars or go without.

P. S. They're good, too.

BOYES SPRINGS FOOD CENTER. Convenient, one-stop market, with just about everything in stock. Low-priced, too.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER

Mail \$1.55 to P. O. BOX 398, EL VERANO, CALIF.

MENDEL'S CAFE, on the Plaza, Boyes. You'll be proud to bring your visitors here for a dinner and refreshments.

And there's a cute little Pekinese female, name Poochie, couple years old, who's missing. If you see her, or know anything about her, please call the Colonel, WE 8-4500.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

One of our scouts reports that the plaque on the "Fighting Joe" Hooker roadside monument up Jack London way a mile or two has been pried off and whisked away. That certainly is one of the lowest forms of vandalism. Natural belief is that it was the work of some halfbaked young hoodlum who may have wanted it for a souvenir, but until the culprit or culprits are found it is perhaps unwise to jump at conclusions. But the guilty one or ones should be made to pay dearly.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Directly below we're going to print three letters to the editor.

The first one is the kind we like bestest—a check for two subscriptions. (You too can get Moonbeams by mail for just \$1 a year.)

Second letter is from a democrat. Kinda mild, not objectionable at all, and if all democrats were as sound in their thinking as this writer, it'd be a wonderful world. However, we're breaking a rule in publishing it, 'cause he didn't sign his name. Please, everybody, sign your name. If you wish name withheld, we'll do it that way, but we must know who the writer is.

Third letter is signed, but it's not so nice. (Had a too bitter comeback for right here, but we'll omit it and let you judge the letter for yourself.)

Please, we like letters. Make 'em short, don't get too heated up, and maybe all of us will learn something new.

DEMOCRATS: Vote your Stevenson-Kefauver choice, but for the State Legislature support Assemblyman Dick McCollister.

EL DORADO HOTEL, Sonoma. Italian food at its best. Club dinners and banquets. Varied menu—all good. Cocktails.

DENNY'S C.O.G. CLUB, Boyes. Sportsmen love it. Congenial folks gather daily for a chat and liquid refreshments.

Dear Colonel:

Mrs. Wood and I have just returned from a delightful vacation in your "Valley." Pete, Field's 76, at Boyes, took care of our Cad. in workmanlike fashion. We stayed at Sonoma Mission Inn for awhile, liked it. And we ate fine food in the Valley's restaurants.

My sister, Mrs. E. J. Corbett, owns El Rancho Pequeno just south of Sonoma.

Please send Moonbeams for a year to: Mr. and Mrs. William T. Crawford, Portland, and to me. Best wishes.

BORDEN WOOD, Portland Towers, Portland 5, Ore.

GEORGE'S MEATS, at Food Center, Boyes. Tender meats, highest quality always. Cut to suit you. Cheese. Specialties.

Genalemen:

A few reminders from a democrat:

1. Eisenhower gathered only about 55 per cent of the popular vote in 1952. Hardly a landslide.
2. Immediately thereafter, the democrats proceeded to take over congress.
3. Following that, they captured the governorships (27-21 is the score as of now), together with many state legislatures.
4. I don't think Eisenhower will be the republican candidate for 1956.
5. Prepare yourself for another 1948 election. The republicans are just a trifle cocky these days, or is it just whistling in the dark? After all, they are entitled to something. For five successive administrations, or a period of 20 years, just two men lived in the White House, both democrats.
6. I could go on, but you requested to keep it short.

A DEMO.

B & L LAUNDROMAT, Feters Springs. Bring your laundry here, get through fast, enjoy yourself. Modern equipment. Low cost.

Mr. Moonbeams:

You unfairly blame Walter Reuther for the falling new car market—saying unions are demanding too much for too little.

Let's be fair. Has not management taken tremendous profits from the auto industry? Agreed. They are entitled to a fair share. But methinks they take a "fair share" three times over—and then (along with reactionaries like yourself) attempt to blame the poor workingman for a falling market priced out of existence by their own greedy profiteering.

T. J. ROMWALL.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

MIKE & ROSE'S BOYES SPRINGS STORE. They say our meats are wonderful. Special low prices on Thursday, Friday, Saturday.